By Ishbel M. Ross

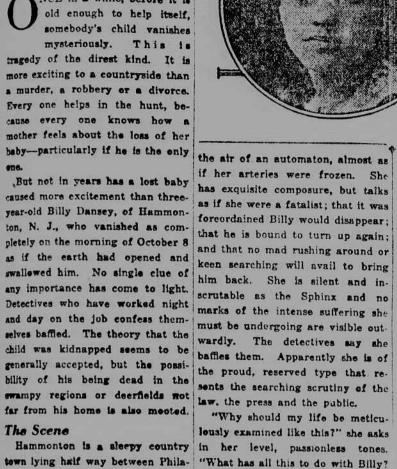
This is the mystery of Bill Dan sey, as it stood late last week shen it seemed that there was no prospect of solving it.

NCE in a while, before it is old enough to help itself. somebody's child vanishes mysteriously. This is tragedy of the direct kind. It is more exciting to a countryside than a murder, a robbery or a divorce. Every one helps in the hunt, because every one knows how a mother feels about the loss of her haby-particularly if he is the only the air of an automaton, almost as

But not in years has a lost baby caused more excitement than threeyear-old Billy Dansey, of Hammonton, N. J., who vanished as comswampy regions or deerfields not law, the press and the public. far from his home is also meeted.

keeping the little ones inside or to keep him. watching them unceasingly when Couldn't Walk Far they play in the yard.

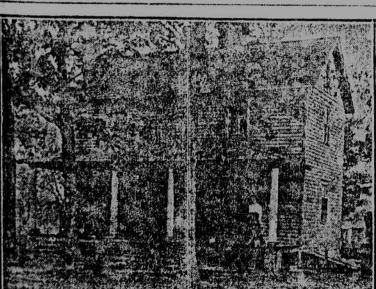
The Dansey house lies about three-quarters of a mile from the town. It is a plain wooden, twowith nothing very remarkable about It save its proximity to the marvelous fields of dahlias owned by Charles White, a near neighbor. It was among the dahlias that Billy's bobbing head was last seen. They rival the autumn woods in their blaze of color. Deep erimson, russet and yellow, they grow in spien-



Hammonton is a sleepy country in her level, passionless tones. tewn lying half way between Phila- "What has all this to do with Billy? delphia and Atlantic City. It does The notoriety is intensely unwelnot get up until 9 o'clock in the come to me. It is unnecessary. The morning and it goes to bed about child has disappeared. I have no 10 o'clock ordinarily, but the last enemies. Someone has picked him two weeks it has been more or less up by mistake. He will be returned awake all the time. The disappear- to me in God's good time. Whoance of Billy Dansey has been a ever took him would not dare to nine-days' wonder and the search come back with him now. But I goes on with unabated vigor. Not have absolute faith. I lie and think a child is at large in the place. about him at night, but I know he Mothers afraid that their youngsters is not dead. He will be given back may share the fate of Billy are to me. No one could be so cruel as

"He was such a dear little chap, very chatty and fond of hanging around me as I worked. He was story building close to the roadside, try and liked playing with "Tarley," very keen about being in the counthe little White boy next door. I con't believe for a moment that he

The Danseys moved to Hammon- any questions. At first I couldn't ton from Pittsburgh about five bear to think of him wandering the joy she had when he blew her



The Dansey Home. On the porch are Hercules Dansey, sr. Billy's grandjather, and Mrs. Estelle Dansey, the baby's mother.

to them. The father is a small, thin Religious man who suffers from asthma and took over the farm in Hammonton, Small, slight, fair and pale, she has fort. gone about her household duties with unruffled composure, has not and forlorn. There are all the sign: broken down at all, believes firmly of a child about it, without the her child will be returned to her, actual presence of the little one and shuns the barrage of publicity Empty shoes that make no patter and curiosity which has been turned ing noise running up and dow

weeks ago, so that they are absolute, around in the cold, wet swamp until strangers in the neighborhood. They I became convinced that he was now speak of leaving because of the kidnapped, and that he was alive and unwelcome notoriety that has come well. I am so sure he is not dead."

Mrs. Dansey appears to be of hoping that his health would improve religious turn of mind. She prays with the outdoor life. He was for for Billy's return and reads her merly employed by one of the Wes- Bible frequently through the day. tern railroads as a traffic manager in She works to keep her mind occupied its Pittsburgh office. He has been and goes out for an occasional run prostrate much of the time since the in their car. Every day she follows child disappeared. The mother, Billy's trail back into the woods, not Stella Dansey, is an enigma to all that she expects anything to happen who have come in contact with her, but because it gives her some com-

The little house seems very empty

a kiss as he wandered out before 9 o'clock on the morning of his dis-

But aside from his parents, Billy missed most of all by Jack, the aithful terrier who first gave the varning that he was gone, and "Tarley" White, his playmate, who vows that Billy was "losted in the woods and eated by the bears." Charlie does not believe he will ever see Billy again and he is very sad about it. The two boys look somewhat alike and one of the theories s that Billy was kidnapped in mistake for Charlie by an enemy of the latter's grandfather, Edward H. White. The fact that Billy Dansey was on the White property at the time of his disappearance has given some color to this supposition, further strengthened by a letter received by the Danseys saying that Billy was well and that he had been aken in mistake for Charlie, as the writer wanted to get even with the grandfather. Little credence is now placed in this theory.

To Play With "Tarley"

Billy would have been three years old in December stocky little chap, with fair "bobbed" hair, light blue eyes, slightly crossed, and 'rather heavy on his legs." When he announced that he was going over to play with Charlie on the norning of the 8th, his mother iressed him warmly, for it was an xtremely cold day. He had on 'aded blue rompers, a little brow: weater, black shoes and a peaked aseball cap. He left his mother susy at her household tasks and addled over to "Tarley's." Mr. nd Mrs. Charles White were gath

Billy disappear through the dahlins them. in the direction of the peach orchard lying behind. The mo her A Curious Letter and Mrs. White set off in pursuit, calling all the time. But they got no response and then they realized that something was the matter.

The father, Hercules Van Morder



kidnappers may really have been alter.

of miles knew that a child had mys- mail.

deerfields. The school children volunteered of their own accord to do what they could and every day bands of them went roving around with all the eagerness of youth. Services were held in the First

Presbyterian Church and prayers were offered for Billy's return. The Town Council voted a \$1,000 reward ofor the return of the boy alive. The theories advanced about the

disappearance of the boy are as fol-1. That Billy got lost in the

woods or swamps.

mistake for Charlie White. 3. That he was picked up and borne away or else killed and buried by the kidnappers.

4. That he was run over by a car and that his body was disposed of in some way.

Clues are now limited to the following: Tiny imprints on the sandy soil leading as far back as an old wilted crimson dahlia lying near the ditch; the letter saying that Billy was taken in mistake for Charlie. and breathing a spirit of revenge local woman that she had seen two rough-looking men leading along a little boy. Bloodhounds were used \$7,000 to \$10,000 a year. and they trailed Billy's scent as far as the irrigation ditch.

Lay of the Land

The surrounding country is thickly wooded and has soft, marshy spots here and there. The land is essening surface. Immediately back of the dahlia fields is a dense wood many babies. They are settling in doubtedly make a success of it. the hollows and swirling into the nooks and crannies which abound in this bushy belt. There is an un- had the edge on him in lots of healthy fungus growth in the ways. And I was sure that the marshy spots, where toudstools firm knew it too. flourish and briars interlace. It is a wood in which it would be easy to thrill of pleasure when the lose one's way. The deerfields lie beyond. They have shallow bogs president's secretary came into end a marshy surface. It would take my office with a cheery smile, a long time and many men to scour looked at me meaningly, handthem completely. The search is go- ed me a bulletin, and said, ing on every day in this area. As much of the water as possible is be-Billy Dansey, Who Disappeared From Hammonton, N. J., and been seen on two occasions hovering

the bush. They are cultivated by that we cared for him so much. the Whites for marketing purposes. It may be vengeance master that does not come; his old started off with Billy, ran nome the case by the fact that they are utter strangers in the neighborhood. If only he'd be returned to us safe, the return of its "Little Boy Blue," Mrs. Dansey wonder, for the dog The parents are emphatic on the we are perfectly willing not to ask and the pretty Kewpie who, though never came home without the boy. point that they had no enemies in Billy's best beloved, laughs with all She ran out and called to the Pittsburgh and that there could be Whites, who said they had seen no motive in taking the boy from

The letter, which brought the White family into the mystery, and caused a great stir in the neighborhood, runs as follows:

"Mrs. Dansey: I made a mistake in getting the wrong kill, but as I never can get an opportunity of getting the White boy, why, I'm going to hold on to this boy. He looks good to me.

"I am going to raise him on a farm until he is the age of going to school and then I am going to educate him.. Now, don't worry about the boy, as I will have him west of the Rockies in five days. He is a wonderful little chap and I already love him.

"Now the combined private detective agéncies will not apprehend me as I have his hair dyed and am all ready to be on my way. When you receive this I'll be on or close to the Mississippi River. I can give him a better home and a more brilliant future than you. So rest easy and let destiny have its way. I am, sincerely, one that will be a real father to the boy. J. P."

P. S .- "He is mine by mistake." Chief County Detective Wilson and his assistant, Benjamin Nussbaum, attach little importance to this letter. They say it is written in a woman's hand disguised as a man's. Scores of letters have reached Mrs. Dansey from seers, Charles White, jr., the boy the spiritualists and people who think ives have run most of these to earth | the other boys. and found their theories and ideas to be equally futile. The mother herself prefers not to open any of the Cansey, was summoned from town. letters. She does not believe that The villagers came to help. By when word of the return of her boy hight time every one within a radius comes, if it ever does, it will come by plenty of room at the top.

teriously disappeared and scores of She has issued a statement that is volunteer searchers were scouring being distributed broadcast, appealhe surrounding territory. It was ing to the mother instinct and asking



The Secret of Making People Like You

"Getting people to like you is the quick road to success—it's more important than ability," says the man. It surely did wonders for him. How he does it —a simple method which anyone can use instantly.

LL the office was talking about it and we were wondering which one of us would be the lucky

There was an important job to be filled-as Assistant-to-the-President. According to the general run of salaries in the office, this one would easily pay from

The main requisite, as we understood it, was striking personality and the ability to meet even the biggest men in their offices, their clubs and their homes on a basis of absolute equality. This the firm considered of even more importance than knowledge of the business.

tially sandy in nature, with a yield- TOU know just what happens when news of this sort gets around the office. The boys got to picking the man among themselves. They had where the leaves are falling every the choice all narrowed down to two men-Harrison day and piling themselves up in heaps and myself. That was the way I felt about it, too. high enough to conceal the nodies of Harrison was big enough for the job, and could un-

But, personally, I felt that I

ing dragged. An aeroplane, flying about the new Assistant-to-the-President." ow, was used to take a bird's-eye seemed to be a new note of added respect in her attitude view of the region. Buzzards have toward me. I smiled my appreciation as she left my desk.

over the marsh. The night of the 8th At last I had come into my own! Never did the was lost. He was heavy on his feet as he left them. His mother will and he called to them. Then they was extremely cold and the surmise sun shine so brightly as on that morning, and never and could never walk far, so it is not touch Billy's toys, for she wants saw the baseball cap bobbing up is that if the child was actually lost did it seem so good to be alive! These were my ridiculous to suppose that he wan- him to find them just the same and down among the dahlias and it would have died of exhaustion and thoughts as I gazed out of the window, seeing not dered away and got lost in the when he comes back. There is his that was the last time he was seen the possibility of the child's being the possibility of the great, big drum that does not give by any one in the neighborhood. The possibility of the child's being held for ransom is remote, as the position flashing before me. And then for a further "I'm sure this was meant to hap- out a squeak, his Teddy Bear, whose The slarm was not given for fully Danseys are in quite moderate cir- joyous thrill I read the bulletin. It said, "Effective pen. Perhaps because we were too beady eyes look sadly out for the fifteen minutes. Jack, who had cumstances. Little is known of their January 1, Mr. Henry J. Peters, of our Cleveland fund of the boy. It may be vengeance master that does not come; his old started off with Billy, ran home past and piquancy has been added to office, will assume the duties of Assistant-to-the-

> DETERS! Peters!-surely it could not be Peters! Why, this fellow Peters was only a branch-office salesman. . . . Personality! Why, he was only five feet four inches high, and had no more personality than a mouse. Stack him up against a big man and he would look and act like an office boy. I knew Peters well and there was nothing to him, nothing at all.

> January the first came and Peters assumed his new duties. All the boys were openly hostile to him. Naturally, I felt very keenly about it, and did not exactly go out of my way to make things pleasant for him-

> But our own opposition did not seem to bother Peters. He went right on with his work and began to make good. Soon I noticed that, despite my feeling against him. I was secretly beginning to admire him. He was winning over the other boys, too. It wasn't long before we all buried our little hatchets and palled up with

> The funny thing about it was the big hit he made with the people we did business with. I never saw anything like it. They would come in and write in and telephone in to the firm and praise Peters to the skies. They insisted on doing business with him, and gave him orders of a size that made us dizzy to look at. And offers of positions!-why, Peters had almost as many fancy-figure positions offered to him as a dictionary has words.

T / HAT I could not get into my mind was how a little, unassuming, ordinary-to-look-at chap like Peters would make such an impression with everyone-especially with influential men. He seemed to have an uncanny influence over people. The masterly Peters of today was an altogether different man from the commonplace Peters I had first they have seen the boy. The detect- met years ago. I could not figure it out, nor could

One day at luncheon I came right out and asked Peters how he did it. I half expected him to evade. But he didn't. He let me in on the secret. He said he was not afraid to do it because there was always

What Peters told me acted on my mind in exactly the same way as when you stand on a hill and look through binocular glasses at objects in the far distance. upon her. She walks around with stairs. Toys heaped untidily, just ering dahlias. They greeted Billy ties set out to search the woods and Billy's photograph goes along with it. my mind with startling clearness. A new sense of power several days before organized part for the return of her only child | Many things I could not see before suddenly leaped into

surged through me. And I felt the urge to put it into

Within a month I was getting remarkable results. I had suddenly become popular. Business men of importance who had formerly given me only a passing nod of acquaintance suddenly showed a desire for my friendship. I was invited into the most select social circles. People-even strangers-actually went out of their way to do things for me. At first I was astounded at my new power over men and women. Not only could I get them to do what I wanted them to do, but they actually antic pated my wishes and seemed eager to please me.

One of our biggest customers had a grievance against the firm. He held off payment of a big bill and switched to one of our competitors. I was sent to see him. He met me like a cornered tiger. A few words and I calmed him. Inside of fifteen minutes he was showering me with apologies. He gave me a check in

full payment, another big order, and promised to continue giving us all his business.

I could tell you dozens of similar instances, but they all tell the same story—the ability to make people like you, believe what you want them to believe. and to do what you want them to do. I take no personal credit for what I have done. All the credit I give to the We have both told it to lots of our friends, and it has enabled them to do just as remarkable things as Peters and I have done.

BUT you want to know what method I used to do all these remarkable things. It is this: You know that everyone does not think alike. What one likes another dislikes. What pleases one offends another, and what offends one pleases another. Well. there is your cue. You can make an instant hit with anyone if you say the things they want you to say, and act the way they want you to act. Do this and they will surely like you, and believe in you, and will go miles out of their way to PLEASE YOU.

You can do this easily by knowing certain simple signs, as clearly and as distinctly as though they were in letters a foot high, which show you from one quick glance exactly what to say and to do to please themto get them to believe what you want them to believeto think as you think-to do exactly what you want them to do.

Knowing these simple signs is the whole secret of getting what you want out of life-of making friends. of business and social advancement. Every great leader uses this method. That is why he is a leader. Use it yourself and you will quickly become a leader-nothing can stop you. And you will want to use it for no other reason than to protect yourself against others.

W HAT Peters told me at luncheon that day was thist Get Dr. Blackford's "Reading Character at Sight." I did so. This is how I learned to do all the remarkable things I have told you about.

You have heard of Dr. Blackford, the Master Character Analyst. Many concerns will not employ a man without first getting Dr. Blackford to pass on him. Concerns such as Westinghouse Electric and Manufacturing Company, Baker Vawter inghouse Electric and Manufacturing Company, Baker Vawter Company, Scott Paper Company and many others pay Dr. Black-ford large annual fees for a vice on dealing with human nature. So great was the demand for the services that Dr. Blackford could not even begin to fill all her engagements. So Dr. Blackford

has explained the method in a simple seven-lesson course entitled "Reading Character at Sight." Even a half-hour's reading of this

"Reading Character at Sight." Even a half-hour's reading of this remarkable course will give you an insight into human nature and a power over people which will surprise you.

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Remember, you take no risk, you assume no obligation. The entire course goes to you on approval. You've everything to gain -nothing to lose. So mail the coupon NOW, while this remarks over



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